







MIDPOINT PROPOSAL
GRADUATE SCHOOL OF WEB DESIGN & NEW MEDIA

Theda Chong
02391678



168hr / week





60

hr / week



60

hr / week



20

hr / week





60

hr / week



20

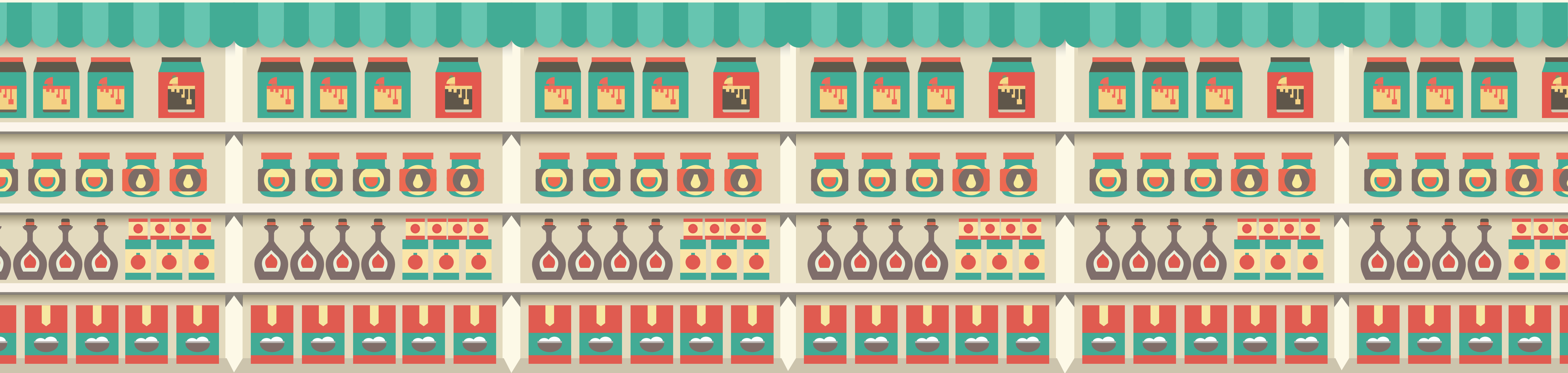
hr / week



15

hr / week

Average Number Items Carried In A Supermarket



42686



VS.





The image shows a first-person perspective from inside a shopping cart. The cart's metal frame and orange handles are visible in the foreground. A white tablet is mounted on the front of the cart. The background consists of supermarket shelves stocked with various products: colorful boxes on the top shelves, blue boxes with green patterns, and yellow and orange bottles on the lower shelves. The lighting is bright and even.

smart CART

Intelligent Shopping Cart

+ Main Functions



In store Navigation



ProductSearch



Live Shopping Scanner



Recipe Suggestion



Instant Check Out

+ Features

EFFICIENT



SIMPLE



**SAVE
MONEY**



+ Main Competitor





Walmart iPhone/ iPad app



























PROS

- * Scan and go function
- * UI is very neat and simple
- * Clear direction
- * Can search the product by barcode or keyin

CONS

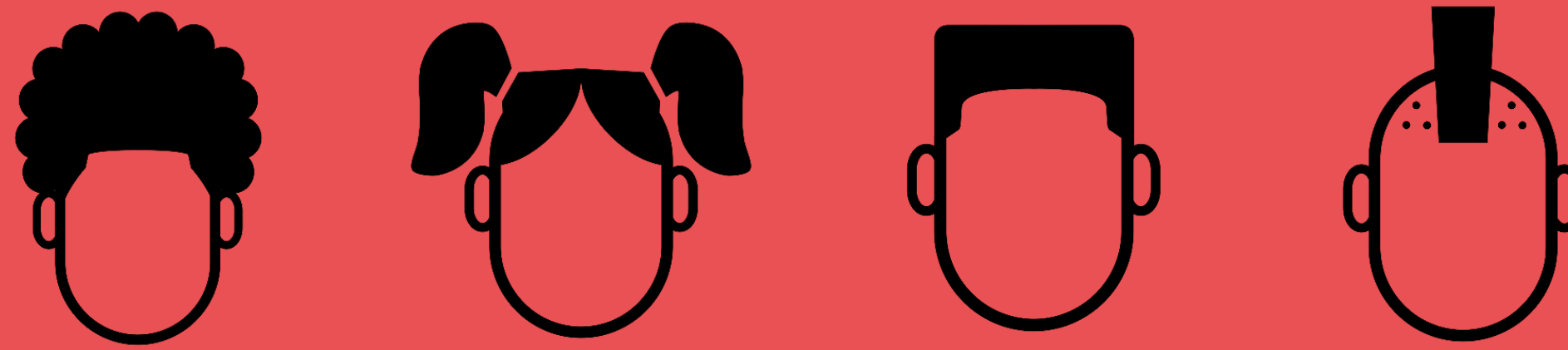
- * Hard to find the coupon for specific product
- * Have to check the ad store by store on map

+ Competitive Matrix

	CARTWHEEL	WALMART	APPLE STORE	MACY'S	SMARTCART
Product Info					
Shopping List					
Coupon					
Recipe Suggestion					
iBeacon					
In-store GPS					
Live Price Check					
InApp Check Out					

{ Technology is changing how people shop for groceries. }

+ Target Audience



People with busy life and have to take care
their family and children.

***“I don’t have much time for grocery shopping
but I always spend too much time
to compare different organic products.”***



Persona 1

KATRINA
ACCOUNTANT +

Task Flow





SMART CART



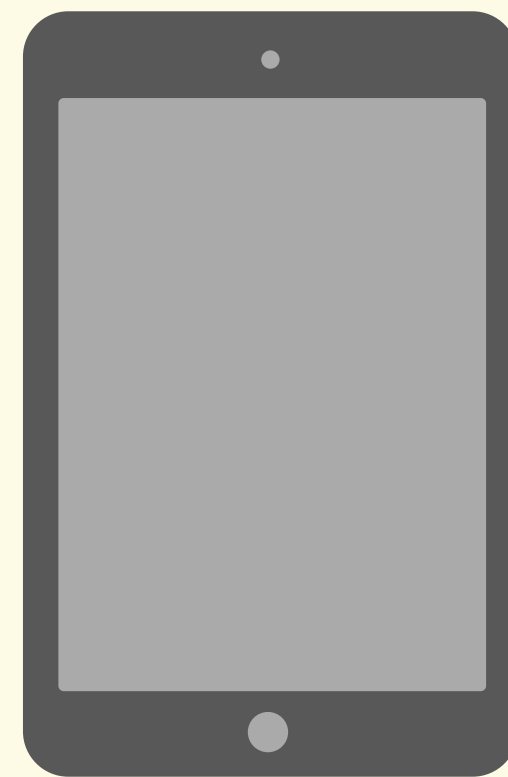
PRODUCT SENSOR AROUND THE CART



+ Technical - Hardware



Shopping



iPad



RFID



iBeacon

+ Technical - Software



Visual Development

Adobe Photoshop
Adobe Illustrator



HTML/ CSS
JavaScript/ jQuery

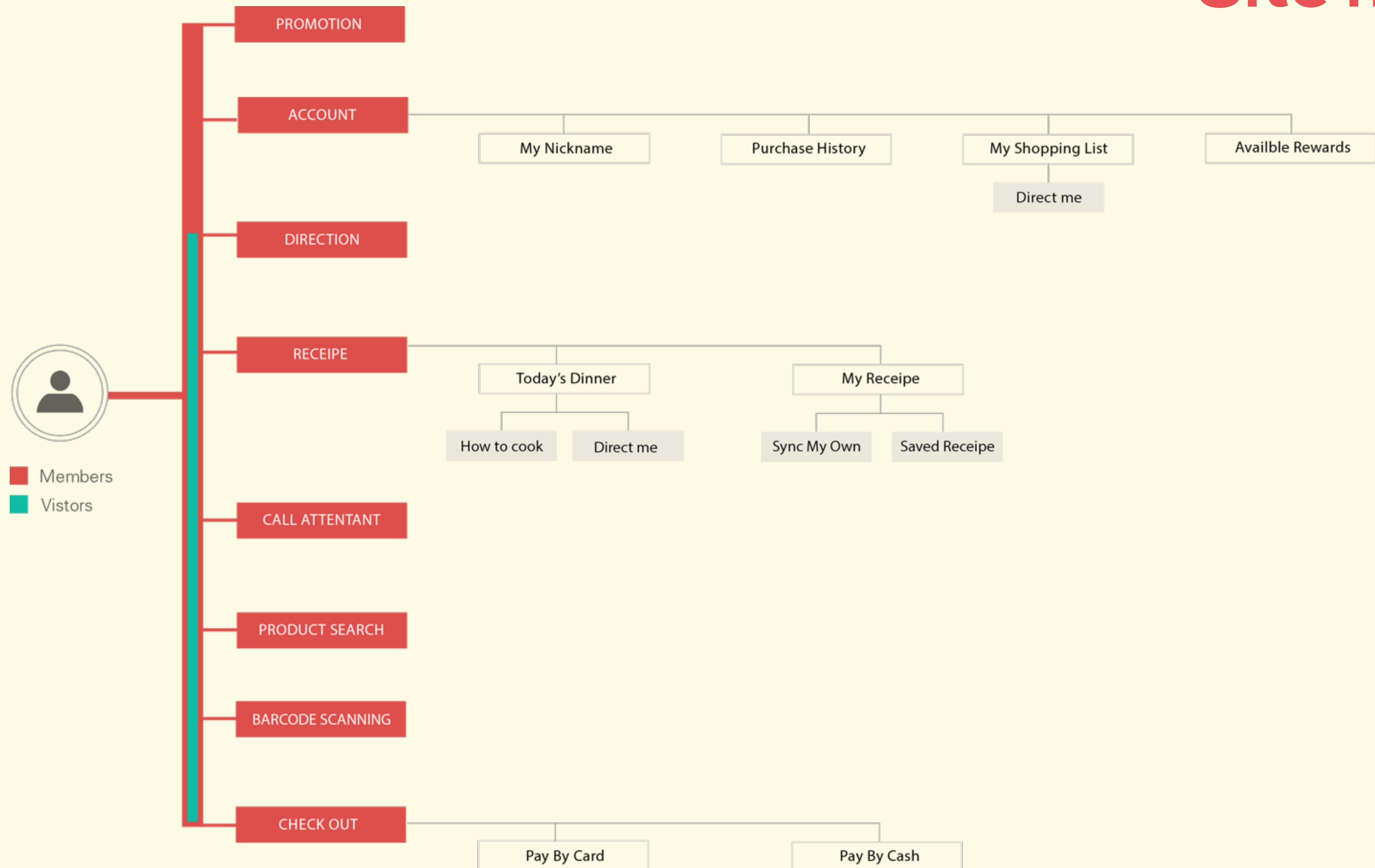


iBeacon

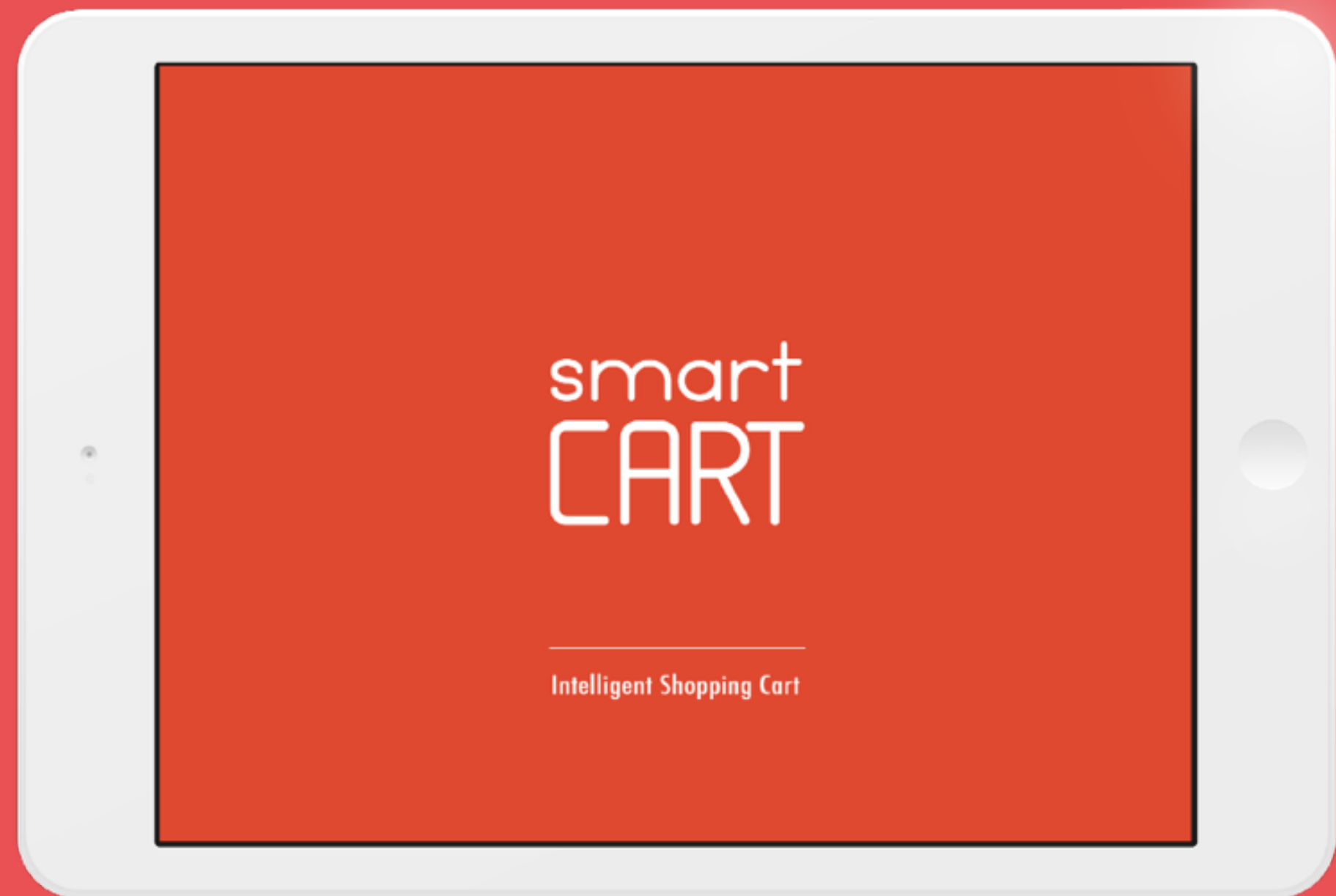


Cloud Data Storage

+ Site map



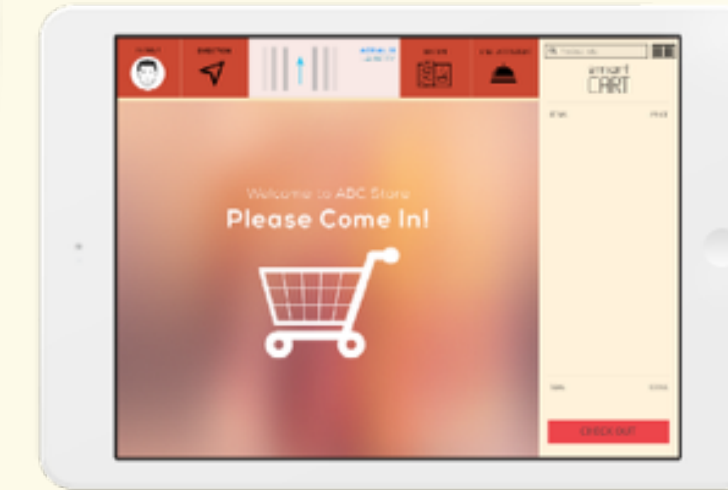
+ Wireframe



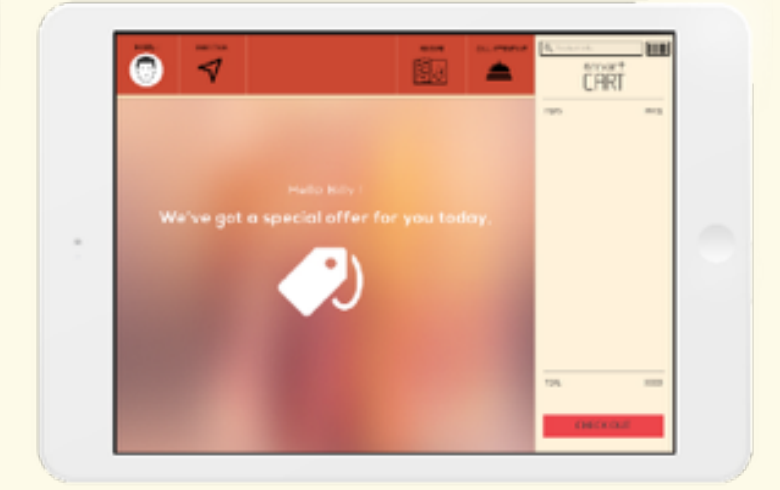
Log In



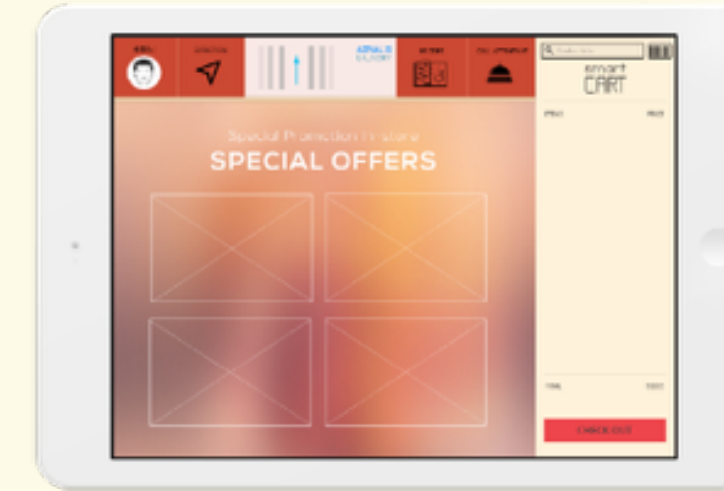
Greeting



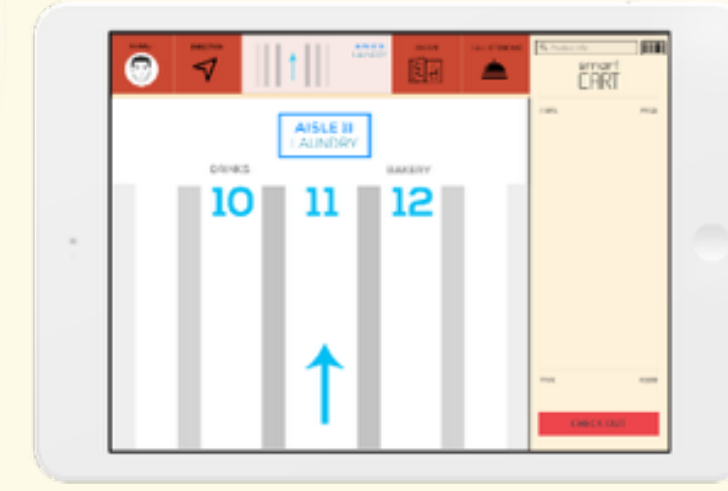
Special In-store offer



Log In



In store Navi



Special In-store offer



Recipe Suggestion



Account/ Shopping List, History, Pref.



Shopping List



Check Out



Raspoutine DemiBold Italic

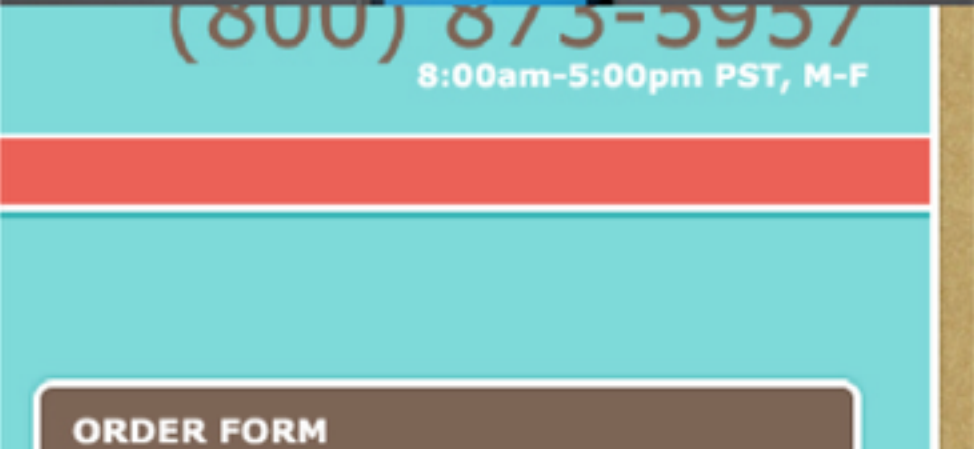
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

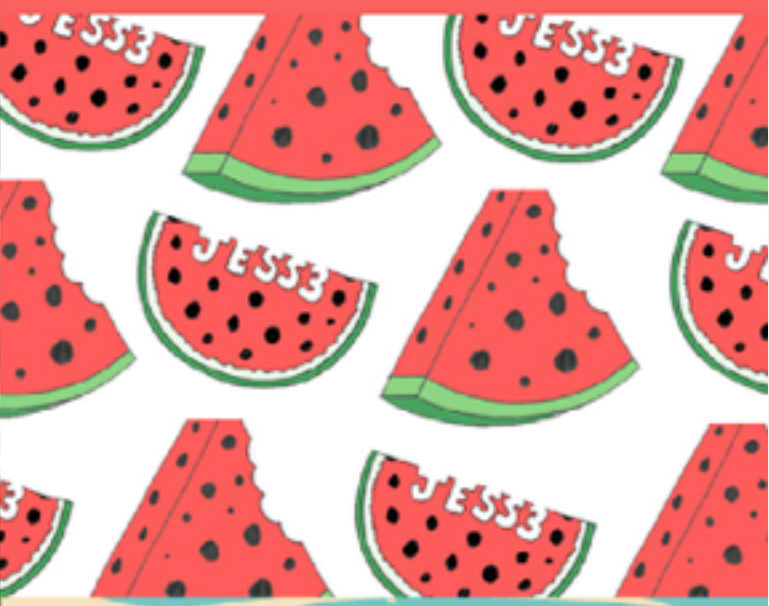
NEXA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz



WORTH KNOWING
RATHER THAN BE
WELL KNOWN.



VIEW ALL	VIEW ALL
12 FRIDAY ARTISTS	12 FRIDAY ARTISTS
13 SATURDAY ARTISTS	13 SATURDAY ARTISTS
PERFORMANCE	PERFORMANCE
MUSIC	MUSIC
EXHIBITIONS	EXHIBITIONS
INTER-ACT	INTER-ACT
MEGAMIX	MEGAMIX
ART OF NOISES	ART OF NOISES

Portfolio #1

WNM606 Principle of UX



Parking app

G

ARALDE INCLUDE SOME OF T

current use. They are high

angular forms of the Aldines. A

of these letters for changing p

integrity of form. Digital adapti

or underweighted too great a fide

when printed to present-day tole

“Old-face;” Old Style is a 19th-cen

be undershoo in the sense of “in t

or similar to it. Although the Mode

the 19th ce

CONNECTION

City Arts & Lectures
415-392-4400

Christopher Guest
In conversation with Adam Savage

Oct 8, 2013
7:30pm

Nourse Theater
270 Hayes Street
San Francisco
CA 94102

1 2 3

A Q R

1. Top serifs are roof-shaped 2. Axis tilts to the left 3. Base serifs are slightly round

Justified
8 / 12 | + 25 Tracking

Justified text, which has even edges on both of printing with movable type, which enab setting, the printer justifies each line by ha and thus make all the lines the same lengt makes efficient use of space. It also creates line length is too short in relation to the si of text tightly packed. Designers often use to even out a line of type that looks too loos

Flush Left
8 / 12 | + 25 Tracking

In *flush left/ragged right* text, the left edge is h big holes inside the lines of text. This form respects the flow of language rather than sub format is fraught with danger. Above all, the the right edge. A good rag looks pleasantly un kept to a minimum. A rag is considered “be shapes, like wedges, moons, or diving boards

Flush Right
8 / 12 | + 25 Tracking

Flush right/ ragged left is variant of the mor right text is hard to read, because it forces th or it could be an urban legend. That bein smaller blocks, however, flush right text form on a main body or image. A flush or r

Centered
8 / 12 | + 25 Tracking

Caslon IV. There lineales can

humanist, and geometric. Main

Typography after the Second W

to headings; they were seldor

much frequently with the adv

are always virtually no visibl

letter forms are the same thin

■

Lineale fonts have become prevalent for dis resolution displays, fine details like the ser san-serif typeface. It was designed by the Derby & Peignot. The typeface was based c tics include the square dot over the lowercas faces, along with 16 numbered weight, width a as Grotesque, Akizdenz Grotesk and Franklin modern look. **HUMANIST**—These are the mo width and generally more legibility than otoo ern look and feel, tend to be the least useful f

square-tipped serif

straight stem

crossbar

descender

terminal

Slab Serif is a typeface characterized by thick, heavy, angular, or rounded. Slab se

Typophilia

An excessive attachment to art with the shape of letters, often exclusion of other interests an choices. Typophiliacs usually and alone.

Typophobia

The irrational dislike of letterf marked by a preference for icd and—in fatal cases —bullets a fears of the typophobe can oft (but not cured) by steady dose and Times Roman.

Typochondria

A persistent anxiety that one f wrong typeface. This conditioi with old (optical kerning) diso to constantly adjust and readj between letters.

	2		
1	3		
	4	5	6
		8	
7		9	10

1. TYPE CLASSIFICATION POSTERS

2. VISUAL SEMAEMTS

3. STRUCTURE (OPTICALLY IMPROVISED)

4. TYPE CLASSIFICATION POSTERS

5. PROTO TYPEFACE

6. ALIGNMENT & LINE SPACING

7. TYPE CLASSIFICATION POSTERS

8. TYPE ANATOMY

9. TYPE CLASSIFICATION POSTERS

10. STRUCTURE (GRID SYSTEM)

TIMELINE

SUMMER 2015

Back-end development
Final UX Testing

SUMMER 2014

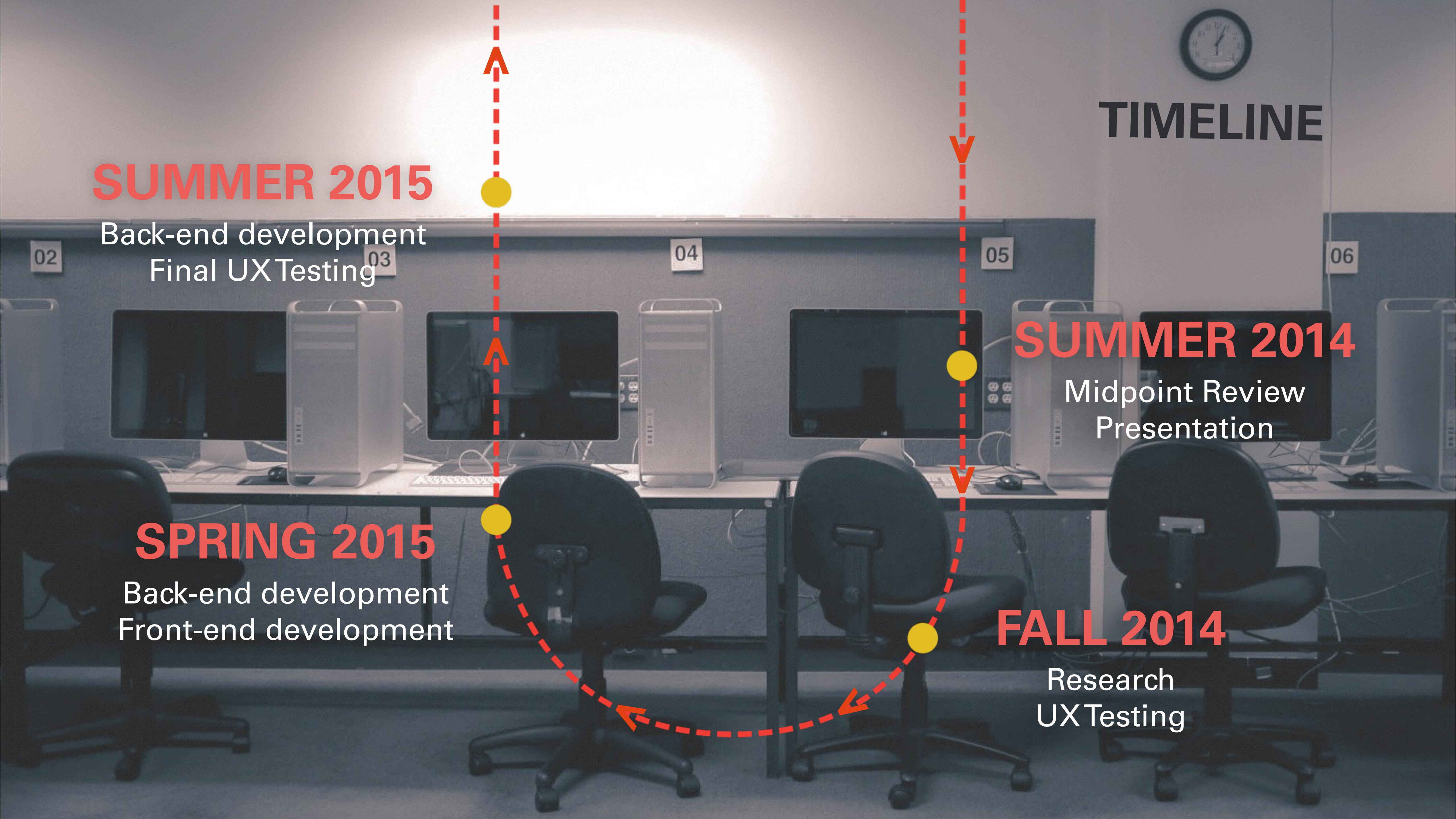
Midpoint Review
Presentation

SPRING 2015

Back-end development
Front-end development

FALL 2014

Research
UX Testing



Conclusion



THANK YOU !